

Public insights to the image construction of the Republic of Tatarstan

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Abstract

© 2016 Taylor & Francis Group, London. Based on the complex original research of authors, this study investigates some dimensions of the construction of the image of the modern Russian city-Kazan. This study highlights the absence of the singular image of Kazan among different city's stakeholders rather an "umbrella construct" and the difference in the perceptions of the city image between city authorities and city population. An attempt to multiply brand identity of the Kazan city dictates its flexibility and loyalty to broad economic, sociocultural trends, and vulnerable geopolitical climate.
